LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1933-C2 - (TRAPEZE) - Req. No. M91322 - Page, 4/c - (9 1/16 x 11 1/2 inches)
Printed in U.S.A.
National Enquirer, 1986
(604)

Get a taste of it.
Merit
The low tar flavor break.
MERIT
Filter
Joyride.
Kings: 8 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Feb. '85.
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Source: https://www.industrydocuments.ucsf.edu/docs/qnxp0003
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